U.S. ports spend millions to lure more imported vehicles

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Competition among the nation's leading ports for the lucrative auto import business is mounting as more and more imported cars pour into the U.S. market.

Auto analysts predict that domestic automakers will boost the number of captive imports from 160,000 in 1986 to 550,000 by 1990. More Third World nations will try to muscle into the U.S. market and, spurred by success, newcomers like Hyundai will continue to increase exports.

Census bureau figures and analysts say that some 4.2 million cars and light trucks were processed in 1986. Figures from port officials set the number at roughly 4.3 million, but that includes tractors and heavy trucks.

Port officials and industry analysts expect the number of imports to increase to about 4.5 million cars and light trucks by 1990, sparking wholesale expansion at nearly every U.S. port that has auto import business.

Private terminal owners, port authorities and state governments are spending millions to expand and improve their facilities for storing and processing vehicles.

And on the West Coast, port officials are gearing up for the next wave in the automobile import business — "knockdown auto parts" shipped in containers to the Japanese assembly plants in the Midwest.

On Sept. 25, the Philadelphia Port Corp. will open its $14 million auto import facility on 50 acres without a contract with a major automaker.

W. Henry Colson, director of the Maritime Division at the Jacksonville, Fla., port, said $6 million will be spent this year to add about 50 acres of paved and lighted parking for vehicle handling and storage.

Baltimore will begin construction of a $15 million port facility for Toyota and, in Virginia, plans are under way for a $4 million expansion of the Portsmouth Marine Terminal in an effort to attract the European automakers.

The Newark (N.J.) Port Authority will add 144 acres to the existing 220 acres devoted to auto imports by the fall of 1988 at a cost of $31 million.

Howard Schmidt, principal property representative for the port, said: "We are wondering if we will be able to keep pace with the autos coming into this country. There will be a lot more activity in the luxury lines, and the domestics will continue to increase their captive imports."

The Port Authority in Houston spent $1.8 million to pave and light an additional 10 acres this year, bringing the number of acres devoted to autos and trucks to 197. A $2.9 million project is under way at the Wilmington, Del., port to add 34 acres to the existing 52 acres used for vehicle storage.

In Richmond, Calif., port officials are spending about $14 million to nearly double vehicle import capacity to 124 acres from 66 acres. The port of Los Angeles plans to expand capacity by 47 acres.

A processor at the Narragansett Bay Ports in Providence, R.I., is spending $1 million to clear an additional 30 acres to add to the existing 40 acres for imports, and a processor at the Massachusetts Port Authority in Boston is adding another building and five acres at a cost of $1.4 million.

Although some port officials and auto industry analysts say part of the widespread expansion is due to an expected influx of new cars from Third World nations, others say the ports will be snatching accounts from one another.

"There are a lot of new makes entering the U.S. from Asia, Taiwan and even Yugoslavia," said Howard Gable, president of International Auto Processors at the port in Brunswick, Ga.

"Our business will come from other ports," he said. "We have the room, and some importers are looking for a new home. None of the ports will close their automobile terminals, but they will be forced to share their cars."

Brunswick is a relative newcomer to the imported-car scene. It began operations last fall, processing an estimated 6,000 cars. In 1987, Gable said, the company expects to process more than 56,000 vehicles.

Port officials have designated 500 acres for automobiles, with 63 acres currently being used. International Auto Processors said it will exercise its option on another 48 acres by the end of this year. A second dock costing $6.8 million is planned for the port and a third is on the drawing board.

U.S. AUTO PORTS

	1986 Imports	1987 Forecast
Jacksonville, Fla.	565,000	608,000
Newark, N.J.	534,000	534,000
Los Angeles	517,000	480,000
Baltimore	428,000	520,000
Long Beach, Calif.	426,000	421,000
Portland, Ore.	411,000	411,000
Houston	276,000	260,000
Benicia, Calif.	194,000	200,000
Tacoma, Wash.	167,000	200,000
Hueneme, Calif.	120,000	120,000
Seattle	118,000	116,000
Boston	102,000	110,000
Providence, R.I.	100,000	120,000
Portsmouth, Va.	96,000	77,000
Richmond, Calif.	88,000	110,000
Wilmington, Del.	75,000	100,000
Albany, N.Y.	46,000	34,000
Oakland, Calif.	32,000	34,000
San Francisco	16,000	16,000
Brunswick, Ga.	6,000	56,000
Philadelphia	4,600	N/A

Figures supplied by ports.

The company scored an impressive coup last October by winning BMW away from Jacksonville after the company said air pollution damaged its cars. Said a Jacksonville port official: "The number of cars didn't amount to much, but losing an account with the name recognition of BMW has hurt us."

Dave Hvzidos, general manager of Jacksonville's Blount Island facility, agreed that the competition for automobile import business is growing. "Not all ports can get involved — you need plenty of room," he said.

Jacksonville has the largest share of the import auto business with 120 acres for imports at its Tallyrand facility, 900 acres at its Blount Island facility and 55 acres leased to Toyota.

Automotive imports are a revenue plum. In 1986, about 565,000 cars and trucks entered the United States through Jacksonville, pumping $174 million into the local economy in wages and taxes. Ports charge wharfage fees and lease land to auto processors, who prep the vehicles and install accessories after they are unloaded from the ships.

The Jacksonville Port Authority is a quasi-public agency, so decisions on capital expenditures are made on a project-by-project basis. Said Hvzidos: "Many ports are funded through taxes while we are funded through the revenues that we generate. We can't make improvements based on speculation — we have to get the business first."

Most major East Coast ports predict a gain in car and truck imports this year over 1986. An exception is Newark, which expects business to remain roughly the same. Most West Coast ports also expect an increase (see accompanying table).

In Houston, port authorities say business is lagging behind last year's by approximately 5 percent. They expect a drop to 263,000 vehicles from 276,000 a year ago.

"The imports are still coming in," said a spokeswoman for the Narragansett Bay Ports. "If the importers can't sell them, they will have to to store them someplace. There is already an overage problem in New Jersey, and there have been some diversions of cars here to Providence."

Francois Elmaleh, general manager, Portland (Ore.) Automobile Import Division, said fewer cars will be coming through the East Coast ports.

"Some Japanese automakers are experimenting with land bridges from Portland to New York," he said.

Elmaleh said that cars will be transported by rail to East Coast ports for distribution. "Basically, I think the port game now is to swipe what you can from other ports," he said.

When Honda built its plant in Ohio, port officials feared import volume would decline. "Honda didn't reduce the volume at this port and Toyota is signing long-term leases, too," said Elmaleh.

David Healy, analyst with Drexel Burnham Lambert Inc., New York, said: "There are a lot of professional optimists pushing Third World cars around here. I hope they (port authorities) are not depending on projections that 200,000 cars made in Greece will be sold in the U.S."

Ted Sullivan, of Wharton Economics in Pennsylvania, said: "Imports are expected to increase and the source will be Third World products. We project 3.5 to 3.6 million import cars and 930,000 light trucks by 1990, and that could be a conservative estimate."

He indicated that the port expansions could be related to the auto parts boom as more and more Japanese automakers ship containers of knockdown auto parts for assembly at their U.S. plants.

Hvzidos agreed. "Knockdown auto parts is the next big wave for ports in the automobile business," he said, "but they will go to the West Coast and will be shipped by rail to assembly plants in the Midwest."

Michael M. Luckey, of Shearson Lehman Brothers, New York, said the ports could be playing a market-share game expanding and modernizing to curry business from other ports.

However, he predicted that import cars will be in the 3.5 million to 4 million range by the end of the decade even though Japanese imports are expected to show a retreat from the market. He said the decline in Japanese imports will be filled by vehicles from Korea, Taiwan, Brazil and other Third World nations.

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AJR, a San Diego-based customizer, says its 930S package gives a Porsche a "slope-nose look" with flared fenders, air dam, rear tail, brake cooling ducts and steel rocker panels.

AUCTION DATES

General Motors

Aug. 4 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and 166 Auto Auction, Springfield, Mo.

Aug. 5 — Atlanta Auto Auction, Atlanta; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

Aug. 6 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

Aug. 11 — Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 12 — Hatfield Auto Auction, Hatfield, Pa.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 13 — Butler Auto Auction, Gibsonia, Pa.; Denver Auto Auction, Englewood, Colo.; Aptco Auto Auction, Taylor, Mich.; Big H Auto Auction, Houston; and Nashville Auto Auction, Nashville, Tenn.

Aug. 18 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and South Seattle Auto Auction, Kent, Wash.

Aug. 19 — Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; and Omaha Auto Auction, Omaha, Neb.

Aug. 20 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah

Aug. 25 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 26 — Hatfield Auto Auction, Hatfield, Pa.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Aug. 27 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn.; and Southwest Auto Auction, Kent, Wash.

Used Car Sales
Auction Averages

July Total	$6,030
Month ago	$5,922
Year ago	$5,196

Model Breakdown
Auction Averages

	JUL 1987	JUN 1987	MAY 1987
1987	$11,512	$11,113	$11,046
1986	$9,032	$9,187	$9,287
1985	$7,394	$7,191	$7,194
1984	$5,756	$5,727	$5,718
1983	$5,081	$4,852	$4,873
1982	$3,684	$3,687	$3,705
1981	$2,642	$2,680	$2,705
1980	$2,068	$2,134	$2,141
Overall Average	$6,030	$5,900	$5,871

American Motors

Aug. 4 — Statesville Auto Auction, Statesville, N.C., and Aptco Auto Auction, Taylor, Mich.

Aug. 5 — Columbus Auto Auction, Columbus, Ohio; Metro Milwaukee Auto Auction, Caledonia, Wis.; and Kansas City Auto Auction, Kansas City, Mo.

Aug. 6 — Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

Aug. 11 — D-A Auto Auction, New Stanton, Pa.

Aug. 12 — Minneapolis Auto Auction, Plymouth, Minn.

Aug. 13 — Greater Chicago Auto Auction, Chicago; Todd Auto Auction, Telford, Pa.; and Evansville Auto Auction, Evansville, Ind.

Aug. 14 — St. Louis Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Aug. 4 — American Auto Auction, Walpole, Mass.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

Aug. 5 — Southwest Auto Auction, Phoenix, Ariz.; Butler Auto Auction, Gibsonia, Pa.; and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Aug. 4 — Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 5 — Northway Exchange Auto Auction, Clifton Park, N.Y.; Indianapolis Auto Auction, Indianapolis; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 6 — Nashville Auto Auction, Nashville, Tenn.

Aug. 12 — Atlanta Auto Auction, Red Oak, Ga.; Lakeland Auto Auction, Lakeland, Fla.; and Southern California Auto Auction, Fontana, Calif.

Aug. 13 — Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N.J.; Minneapolis Auto Auction, Plymouth, Minn.; and Southwest Auto Auction, Phoenix, Ariz.

Aug. 19 — Concord Auto Auction, Acton, Mass.

Auctions operators plan collector sale

LANCASTER, Pa. — A merger agreement has been signed by Earl E. Cark, owner of the Dutch Wonderland Collector Auto Auction, and J. Omar Landis, owner and operator of Garden Spot Auto Auction, to produce an annual collector auto auction at Dutch Wonderland.

The new corporation will own and operate the annual Dutch Wonderland Collector Auto Auction under a new name — Dutchland Collector Auto Auction Inc.

The auto show and auction will be held Oct. 2-4 this year. More than 300 rare, classic and antique cars are expected for the auction.

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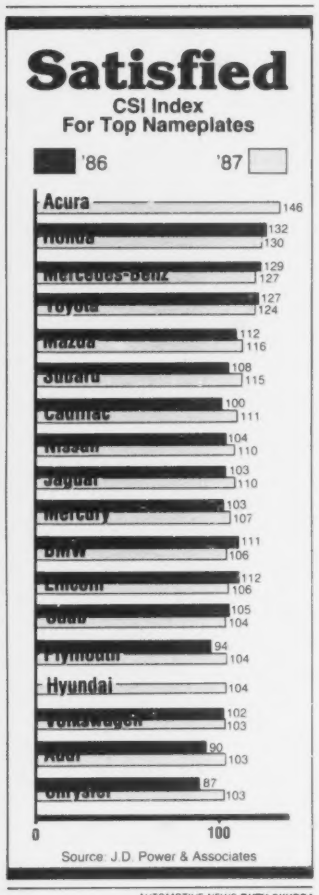


AUTOMOTIVE NEWS/RUTH SKURDA

Acura, Honda rank 1-2 in Power's CSI

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

American Honda Motor Co.'s Acura nameplate received the highest Customer Satisfaction Index rating of any high-volume car make sold in the United States for 1987. Honda, the sister car division and last year's winner, received the second-highest CSI score.

The annual survey, conducted by J.D. Power and Associates, a Westlake Village, Calif., research firm, said that Acura's "strong product quality and expert dealer servicing" contributed to the division's first-place finish in its inaugural year in the U.S. market.

Power's CSI survey, which was released last week at the Automotive News World Congress, is based on responses from 21,497 questionnaires received from owners of 1986 cars. Consumers were asked about their satisfaction with the car's quality and dealer servicing after one year of ownership.

The product-quality, or technical-service-factor, score and the dealer servicing, or people-service-factor, score were averaged to give the overall CSI score.

Asian car manufacturers as a group received the highest average CSI score with 119 points compared with an average score of 104 points for all manufacturers. The industry average rose: In the 1986 survey, the average was 100.

Asian carmakers matched their 1986 average score; however, last year's survey of Asian manufacturers included only Japanese makers. This year's survey included Korean car maker Hyundai.

European automakers averaged 102 points in the CSI survey, a four-point drop from 1986.

Asian car manufacturers as a group received the highest average CSI score with 119 points compared with an average score of 104 points for all manufacturers.

Domestic automakers averaged 98 points, a four-point rise from 1986.

Power said the domestic manufacturers' technical-service rating (product-quality rating) remained the same "despite some problem-plagued models." The biggest gain in points for the domestic manufacturers was in the people-service factor, Power said.

In fact, domestic manufacturers trailed Asian manufacturers by only four points in that area. The Asian group scored an average of 109 points in that area compared with 105 for the domestics.

However, European manufacturers as a group had the highest average score in the people-service ratings with 125 points.

Power noted that the 1987 industry average for the people-service factor was seven points higher than in 1986. The firm attributed the rise to the recent growth of manufacturer-sponsored, dealer-by-dealer CSI programs.

Power said technical problems with Honda's Accord model and problems with the Mercedes-Benz 190E-16 lowered overall CSI scores for those manufacturers. Honda dropped to second place overall from first place last year while Mercedes dropped to third from second place.

Cadillac received the highest rating of any domestic manufacturer in both the overall CSI score and the people-service factor. Cadillac jumped to seventh place from 14th place last year, mainly because of high marks in dealer servicing, Power said.

Mercury received the second highest overall CSI score for the domestics and was the only Ford Motor Co. nameplate to show an improvement from 1986. Customers rated dealer service very high; however, technical problems with Sable prevented Mercury from making an even stronger finish in this year's survey, Power said.

Among the Big 3 corporate scores, Chrysler Motors received the highest CSI overall and the highest score in the technical-service factor. Last year, Chrysler ranked third in overall CSI score among the domestic makers.

General Motors' overall CSI score was the second highest for the domestic makers. GM received the highest score in the people-service factor and the lowest score in the technical-service factor.

Ford's product-quality problems with its high-volume Taurus/Sable models hurt the company's overall CSI ratings in 1987, Power said. Ford held the No. 1 spot for the Big 3 last year. The company ranked third overall and second in both the people service and technical service factor areas this year.

Power calls today's buyers less loyal, more demanding

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Today's car buyer is less loyal, more demanding and more price conscious than in the past and is shopping in a marketplace that offers more models and brand names.

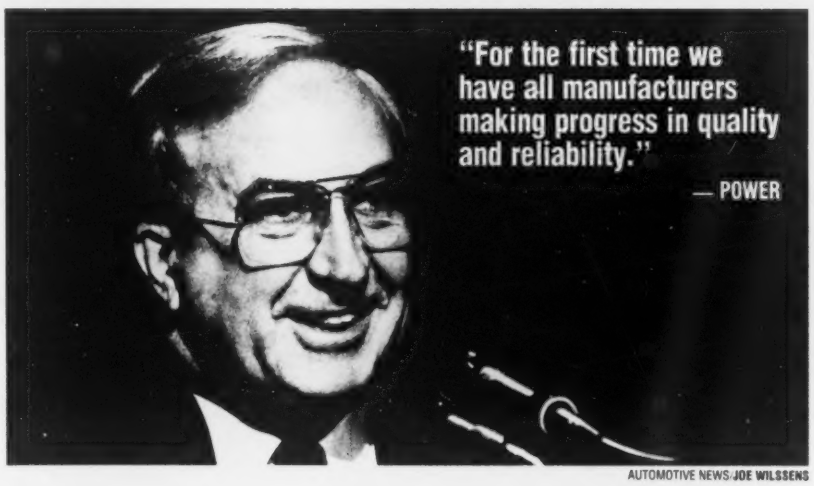
J. David Power III, president of J.D. Power and Associates, a consumer research firm in Westlake Village, Calif., said the buyer selects a car based on quality and reliability, not on image as in the past.

"For the first time ever, we have all manufacturers making progress in quality and reliability," Power told the Automotive News World Congress.

"Some are moving faster than others, but all moving in the right direction. They have to or they will be left at the gate."

Power said that Asian vehicle manufacturers continue to receive the highest customer satisfaction index ratings, with European and domestic manufacturers in second and third places, respectively.

On the retail side of the car industry, he said one of three buyers will purchase a vehicle from the same manufacturer that built his last car, and one of five will purchase a vehicle from the same dealer.



AUTOMOTIVE NEWS/JOE WILSSENS

About 85 percent of the consumers surveyed said they would purchase a vehicle again from the same salesperson, 83 percent said they would recommend the salesperson to someone else and 54 percent said they had already recommended the salesperson to someone else.

Power's findings are based on three consumer studies. Two polled buyers of 1987 models and one, the CSI study, interviewed buyers of 1986 models.

Other items from Power's consumer research:

- 79 percent of the 1987 new-car buyers surveyed shopped at one or more domestic-make dealerships; 48 percent shopped at an Asian-make dealership; and 19 percent shopped at a European-make dealership.
- 46 percent of 1987 new-car buyers who purchased a domestic car shopped at domestic-make showrooms exclusively.
- 15 percent of the 1987 buyers of Asian-made cars shopped only at Asian-maker dealerships, and 3 percent of buyers of European makes shopped exclusively at European-make stores.
- 40 percent of 1987 domestic-car buyers surveyed looked at only one brand while only 29 percent of buyers of Asian makes looked at one brand exclusively.
- 33 percent of 1987 new-car buyers reported that they visited a Chevrolet dealership, 31 percent visited a Ford dealership, 26 percent visited a Honda dealership, 26 percent visited a Toyota dealership and 22 percent visited an Oldsmobile dealership.

AUTOMOTIVE NEWS/JOE WILSSENS
Isenhour: The Japanese model of a two and a half to three-year development cycle is the goal domestic auto manufacturers should shoot for

CULTURE: *Japan's shorter product-development cycles linked to background and history of nation's manufacturers*

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

Shortening the product development cycle for new automobiles is as much a matter of changing the culture of a company as it is of changing its engineering practices.

Robert M. Isenhour, senior vice president — Automotive Sector Business Team of United Research Co., said that one reason Japanese auto manufacturers are able to develop automobiles faster than domestic manufacturers is because their culture encourages teamwork.

Compressing the development cycle enables automakers to bring products to the market faster, with lower development costs and higher revenues, he said at a news conference following his address to the Automotive News World Congress.

Japanese manufacturers can develop a new automobile in about three years, Isenhour said. Domestic manufacturers operate on a five- or six-year development cycle.

Of the current Japanese advantage, he said, "The Asian mentality as it relates to teamwork and cooperation is fundamentally different. The economic system as it relates to the lender, supplier and producer is radically different. And that is part of the reason they are more effective, at least in this arena of cycle time."

He added, "The good news is . . . if you look at the (consumer) complaints, in the J.D. Power survey for example, there is less of a gap in quality between the Asian, European and U.S. auto manufacturers."

Isenhour said the Japanese model of a two and a half to three-year development cycle is the goal domestic auto manufacturers should shoot for. He said that future cars will be assembled with fewer parts, but those parts will be more complex.

"Given the complexity of automobiles, it may not be possible to go any shorter (than two and a half to three years)," he said.

In his address to the World Congress, Isenhour said shortening the product development cycle, "demands a dramatic change in the structure and relationships within and between the automobile manufacturer and his supplier."

Suppliers, he said, will have to be partners with the auto manufacturers. And project teams that include marketing, management and design functions will have to be created to work with the auto manufacturer.

PRODUCTION

23 plants on sidelines

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Model-changeover downtime curtailed auto production again last week. Twenty-three plants were out of action; 18 of them at General Motors. Five of the GM plants return to work this week.

Targeted output of 71,568 was 3.46 percent below the previous week's 74,130 and 28.36 percent below the year-ago week's 99,895.

So far this year, 4,323,556 cars have been assembled, 10.79 percent below the 4,846,538 completed last year at this point.

Last week's scheduled output was shared as follows: Ford Motor Co., 44.85 percent; General Motors, 26.62 percent; Chrysler Motors, 10.34 percent; Honda of America Manufacturing Inc., 9.32 percent; New United Motor Manufacturing Inc., 5.24 percent; Nissan Motor Manufacturing Co., 3.63 percent.

Volkswagen of America's Westmoreland, Pa., plant is idle for model changeover until Sept. 14.

Ford's Kansas City, Mo., plant remains closed for model changeover.

The following GM plants remain down for model changeover: Janesville; Wis.; Flint, Mich.; Willow Run, Mich.; Tarrytown, N.Y.; Orion Township, Mich.; Lordstown, Ohio; Detroit-Hamtramck; Pontiac, Mich.; Bowling Green, Ky.; Van Nuys, Calif.; Framingham, Mass.; Doraville, Ga.; and Arlington, Texas.

Chrysler's Sterling Heights, Mich., and Jefferson Avenue, Detroit, plants resumed output today. Both plants were down for model changeover.

Chrysler's Belvidere, Ill., and St. Louis (No. 1) plants remain idle for model changeover.

Truck output 4% ahead of 1986

U.S. truckmakers scheduled production of 67,545 units last week, 2.33 percent more than the prior week's 66,009 and 1.05 percent more than the year-ago week's 66,846.

Year-to-date, 2,223,177 trucks have been assembled, 4.01 percent more than the 2,137,515 built last year at this point.

General Motors' Janesville, Wis., plant remains idle until Sept. 8 for model changeover.

Chrysler Motors' Warren, Mich., plant resumed output today. The plant had been down for two weeks for model changeover.

Navistar International's plant in Springfield, Ohio, resumed operations last week after a three-week vacation.

Auto production dips in Canada

Canadian auto production was scheduled at 8,396 units last week, 1.64 percent below the previous week's 8,536 and 23.89 percent below the year-ago week's 11,031.

So far this year, 469,545 cars have been assembled, 27.06 percent below the 643,711 completed last year at this time.

Targeted truck production of 8,513 units last week was more than double the previous week's 3,493 when several plants were idle for vacation and model changeover.

Last week's estimated output was 32.33 percent below the year-ago week's 12,580.

So far this year, 481,230 trucks have been built, 7.73 percent below the 521,540 completed last year at this point.

Ford Motor Co.'s Oakville, Ontario, truck plant resumed production last week. The plant had been down for vacation.

Navistar International's Chatham, Ontario, plant resumed output last week after a three-week vacation.

American Motors' Brampton, Ontario, plant resumed output last week. The plant had been idle for two weeks for model changeover.

CANADIAN CAR	Week Ended Aug. 1, 1987	Week Ended Aug. 2, 1986	Week Ended July 25, 1987	July Est.	Jan. 1 to Aug. 2, 1986	Jan. 1 to Aug. 1, 1987
AMERICAN MOTORS	110	0	0	273	2,382	3,205
FORD MOTOR	5,261	10,806	5,359	14,688	304,693	289,361
GENERAL MOTORS	2,400	0	2,527	19,919	330,185	164,068
HONDA	400	0	425	1,768	0	6,494
VOLVO	225	225	225	1,008	6,451	6,417
Total Cars, Canada	8,396	11,031	8,536	37,656	643,711	469,545
U.S. TRUCK☆	Week Ended Aug. 1, 1987	Week Ended Aug. 2, 1986	Week Ended July 25, 1987	July Est.	Jan. 1 to Aug. 2, 1986	Jan. 1 to Aug. 1, 1987
CHEVROLET	19,806	21,600	18,637	89,989	726,558	690,403
DODGE	0	2,546	0	8,932	52,537	141,731
FORD	28,326	29,944	29,710	86,985	844,311	867,502
GMC	8,436	7,048	8,750	35,612	219,969	229,564
NAVISTAR	1,647	1,545	0	2,453	41,727	41,684
JEEP	4,450	0	4,070	12,560	109,302	127,626
NISSAN	2,130	1,813	2,092	6,291	73,059	47,957
AM GENERAL*	450	50	450	2,070	1,512	8,010
MISCELLANEOUS*	2,300	2,300	2,300	12,580	68,540	68,700
Total Trucks, U.S.	67,545	66,846	66,009	257,471	2,137,515	2,223,177
CANADIAN TRUCK	Week Ended Aug. 1, 1987	Week Ended Aug. 2, 1986	Week Ended July 25, 1987	July Est.	Jan. 1 to Aug. 2, 1986	Jan. 1 to Aug. 1, 1987
AMERICAN MOTORS	775	0	0	1,936	16,165	16,856
CHRYSLER	0	6,348	0	13,228	232,694	239,258
FORD	3,496	3,253	0	5,255	94,739	87,075
GENERAL MOTORS	4,020	2,797	3,493	21,191	172,311	130,721
NAVISTAR	222	182	0	332	5,601	5,320
Total Trks., Canada	8,513	12,580	3,493	41,942	521,540	481,230
N. Am. Trucks	76,058	79,426	69,502	299,414	2,659,055	2,704,407

—Includes sticker up production. *—Estimated.
Jeep includes commercial only. All General includes government-designed vehicles.
Ford includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Chrysler production was limited [illegible]

U.S. CAR	Week Ended Aug. 1, 1987	Week Ended Aug. 2, 1986	Week Ended July 25, 1987	July Est.	Jan. 1 to Aug. 2, 1986	Jan. 1 to Aug. 1, 1987
AMERICAN MOTORS	0	1,332	0	0	31,537	15,994
Renault Total	0	1,332	0	0	31,537	15,994
Alliance	0	1,332	0	0	28,190	15,994
Encore	0	0	0	0	3,347	0
CHRYSLER MOTORS	7,400	17,895	2,744	41,287	811,995	631,135
Plymouth Total	2,200	6,120	247	7,138	242,761	186,708
Horizon	0	3,940	0	0	101,405	32,997
Sundance	0	1,735	0	2,384	5,573	56,294
Reliant	1,900	0	0	2,617	90,957	64,258
Caravelle	0	0	0	1,278	27,823	30,019
Gran Fury	300	445	247	859	11,003	3,140
Chrysler Total	3,000	4,527	2,046	21,810	257,292	215,202
Laser	0	0	0	0	27,239	0
LeBaron K	900	0	0	900	63,872	43,810
LeBaron J	0	0	0	8,877	0	70,154
LeBaron GTS	0	1,455	0	1,186	42,185	23,809
N. Yorker/E-Class	2,100	175	0	4,523	47,309	48,893
Fifth Avenue	0	2,897	2,046	6,324	76,687	28,496
Dodge Total	2,200	7,248	451	12,339	311,942	229,225
Daytona	0	0	0	3,219	30,807	33,909
Omni	0	3,499	0	0	97,715	28,363
Shadow	0	1,556	0	2,557	4,988	57,629
Aries	1,700	0	0	2,313	75,480	61,067
Dodge 600	0	0	0	1,246	46,756	26,922
Lancer	0	915	0	779	33,912	15,006
Diplomat	500	1,278	451	2,225	22,284	6,327
FORD MOTOR	32,094	33,140	32,393	93,977	1,063,190	1,116,969
Ford Division	23,461	22,909	23,864	71,650	728,958	793,108
Escort	7,987	7,985	7,759	24,406	227,407	220,562
Mustang	3,833	3,728	4,467	12,786	121,227	126,534
Tempo	0	4,155	0	0	117,690	99,830
Taurus	8,247	3,998	7,981	23,659	168,803	247,997
Thunderbird	3,394	3,043	3,657	10,799	94,031	98,185
L-M Division	8,633	10,231	8,529	22,327	334,232	323,881
Mercury Total	5,164	7,658	5,260	15,589	230,961	221,146
Lynx	214	1,445	253	704	38,405	21,358
Capri	0	215	0	0	11,020	0
Topaz	0	1,283	0	0	35,576	32,858
Cougar	2,234	1,676	2,414	7,154	71,311	87,632
Sable	2,716	3,039	2,593	7,731	74,649	79,298
Lincoln Total	3,469	2,573	3,269	6,738	103,271	102,735
Continental	0	294	0	0	11,640	9,610
Lincoln	2,891	1,926	2,724	5,615	77,464	77,703
Mark VII	578	353	545	1,123	14,167	15,422
GENERAL MOTORS	19,054	38,688	26,298	171,769	2,631,699	2,125,660
Buick Total	1,238	8,262	1,491	26,084	479,462	334,414
Skyhawk	0	0	0	577	53,159	16,451
Century	0	3,925	0	8,280	151,657	103,225
Regal	1,113	0	1,405	5,584	36,489	29,201
Somerset/Skylark	0	2,462	0	487	70,523	37,072
LeSabre (fwd)	0	0	0	9,603	85,918	80,693
LeSabre (rwd)	125	0	86	464	8,931	5,726
Electra (fwd)	0	1,028	0	1,072	56,090	53,545
Riviera	0	847	0	18	16,715	8,501
Cadillac Total	570	2,482	268	5,432	197,540	162,755
Cimarron	0	425	0	28	16,172	7,489
Allante	150	0	144	659	0	2,779
Brougham (rwd)	420	391	124	984	49,101	38,660
DeVille (fwd)	0	0	0	3,636	101,033	90,573
Eldorado	0	801	0	63	16,333	10,534
Seville	0	865	0	63	14,901	12,720
Chevrolet Total	13,798	9,696	16,872	85,687	805,022	821,605
Chevette	0	0	0	0	61,031	0
Camaro	2,315	0	4,699	12,679	115,669	70,230
Cavalier	0	4,178	0	11,418	252,199	204,851
Celebrity	0	2,820	0	12,016	162,399	192,484
Corsica/Beretta	8,000	0	8,521	33,564	0	179,170
Monte Carlo	423	2,179	1,158	4,005	69,718	41,538
Chevrolet	2,676	0	1,879	9,461	127,707	115,285
Corvette	384	519	615	2,544	16,299	18,047
Oldsmobile Total	1,251	10,517	2,774	17,989	655,803	391,767
Firenza	0	0	0	539	23,400	2,019
Calais	0	2,157	0	1,609	74,784	69,547
Cutlass Ciera	0	3,192	0	1,447	168,673	99,968
Cutlass Supreme	1,251	0	1,323	6,285	84,031	45,539
88 (fwd)	0	3,500	1,451	7,002	212,398	107,448
88 (rwd)	0	0	0	174	11,807	10,656
Olds 98	0	996	0	886	68,378	37,869
Toronado	0	672	0	46	12,332	10,127
Pontiac Total	2,197	7,731	4,883	36,576	493,842	415,119
Acadian*	0	0	0	0	9,864	0
Fiero	0	0	0	0	44,332	20,689
1000	0	0	0	0	11,792	0
Firebird	965	0	2,475	6,789	70,440	48,902
2000 Sunbird	0	0	0	0	84,346	60,295
Grand Am	0	4,638	0	13,266	139,322	149,576
6000	0	3,093	0	5,048	92,495	48,689
Bonneville	1,056	0	2,315	10,796	0	81,002
Safari/Parisienne	176	0	93	678	41,251	5,966
HONDA	6,670	5,109	6,110	29,415	115,619	196,506
Civic	2,010	0	1,821	9,135	0	65,174
Accord	4,660	0	4,289	20,280	0	131,332
NISSAN	2,600	0	2,589	7,822	21,517	77,404
NUMMI	3,750	3,731	4,006	17,645	120,709	116,739
Corolla	750	0	878	3,805	0	24,349
Nova	3,000	0	3,128	13,841	0	92,390
VOLKSWAGEN	0	0	0	2,666	50,282	43,129
Golf/GTI	0	0	0	2,266	0	34,775
Jetta	0	0	0	400	0	8,354
Total Cars, U.S.	71,568	99,895	74,130	384,581	4,846,538	4,323,556
Total Cars, Canada	8,396	11,031	8,536	37,656	643,711	469,545
N. American Cars	79,964	110,926	82,666	402,237	5,490,249	4,793,101
N. Am. Trucks	76,058	79,426	69,502	299,414	2,659,055	2,704,407
North American Cars and Trucks	156,022	190,352	152,168	701,650	8,149,304	7,497,508

—All Acadians are built for sale in Canada.

GM cuts 50,000 for quarter

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors has trimmed almost 50,000 cars from its original third-quarter U.S. auto production forecast, bringing its anticipated total to 675,617.

That forecast is down 18.43 percent from last year's third-quarter output of 828,299.

When the original forecast was made in June, analysts had predicted that the bulk of the industrywide third-quarter cutbacks would come from GM's schedule.

However, Michael Luckey, analyst at Shearson Lehman Brothers, said he thinks the cut is not enough. If GM builds what it is currently projecting, it will end up with about an 85-day supply of cars by mid-September, he said.

Another 100,000 cars will have to be trimmed to achieve a more reasonable 75-day supply by mid-September, Luckey said.

The revised domestic-industry production schedule for the third quarter calls for 1,415,912 cars, down 13.36 percent from the 1,634,205 completed during last year's third quarter.

Ford Motor Co. scaled back its third-quarter schedule a mere 1,000 cars from its original estimate. It now expects to build 362,000 cars this quarter, 5.65 percent below the last year's 383,668.

Chrysler Motors' plans are unchanged from its original forecast. Its scheduled 220,000 cars would be a decrease of 18.39 percent from the year-ago quarter's 269,581.

Nissan Motor Manufacturing Co.'s third-quarter forecast also remains unchanged at 29,640, up dramatically from the 10,066 of the year-ago period. Nissan's Smyrna, Tenn., plant was down for model changeover for most of the quarter last year.

American Motors reports zero units for this quarter; it has ended production of its 1987 Alliance model, and all its other domestic cars are built in Canada.

Volkswagen of America continues to schedule 5,800, down 63.11 percent from the 15,721 built last year. Honda of America Manufacturing is sticking to its schedule of 74,855 units, up 15.95 percent from 64,559. And New United Motor Manufacturing Inc. continues to schedule 48,000 cars, down 3.65 percent from last year's 49,820.

UPDATED THIRD QUARTER AUTO PRODUCTION
1987 forecast vs. 1986 actual

	1987	1986	% change
GM	675,617	826,299	– 18.43
Ford	362,000	383,668	– 5.65
Chrysler	220,000	269,581	– 18.39
AMC	0	12,491	—
Honda	74,855	64,559	+ 15.95
NUMMI	48,000	49,820	– 3.65
Nissan	29,640	10,066	+194.46
VW	5,800	15,721	– 63.11
Industry	1,415,912	1,634,205	– 13.36

Golf score: 9 million

WOLFSBURG, West Germany — Volkswagen has produced its 9-millionth Golf. The Golf has been the best-selling car in Germany since 1975.